



WISCONSIN LEGISLATURE

P.O. BOX 8952 • MADISON, WI 53708

DATE: January 8, 2026
RE: **Testimony on Senate Bill 682**
TO: The Senate Committee on Agriculture and Revenue
FROM: Senator Patrick Testin and Representative Tony Kurtz

Thank you members of the committee for accepting my testimony on SB 682.

A “hemp product” is any product made with hemp, including cosmetics, personal care products, dietary supplements or food intended for human or animal consumption, cloth cordage, fiber, fuel, paint, paper, and any other product containing one or more cannabinoids derived from hemp, including cannabidiol.

Prior to its ban several decades ago, Wisconsin was the leading producer of hemp across the country, with nearly three-quarters of American hemp being grown in our state. In 2017, Wisconsin Act 100 created a state “industrial hemp” program.

In 2018, U.S. Congress passed the Farm Bill which redefined hemp, removed it from the Federal Controlled Substances Act, and created a regulatory structure within the USDA. The legislation also expanded the manner in which states and tribes may authorize and regulate hemp production. It transitioned hemp from a research-based product to an agricultural commodity under federal law. This, however, created an opening which allowed for the modification of hemp into intoxicating THC variants.

In a national landscape where half of the states prohibit the purchase of cannabis, the market is being filled with what is now a multi-billion-dollar market for hemp-derived cannabinoid (HDC) products. The hemp market size has grown exponentially in recent years. The global industrial hemp market size was valued at roughly \$11 billion in 2025 and is projected to grow to \$47.82 billion by 2032.

Despite its wide availability, the regulation of HDC products is essentially non-existent leaving a patchwork of different approaches taken by states across the country. Many states have taken advantage of the Farm Bill’s non-preemption clause and passed their own laws to fill in the gaps left by the federal act.

Currently in Wisconsin, HDCs are generally recognized as legal but unregulated. There are no state laws that restrict the sale to minors, regulate the potency or contents of HDCs, or establish labeling or packaging requirements. States across the country are acting to regulate HDCs such as Minnesota, Kentucky and Tennessee.



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Regulations are needed to eliminate the current uncertainty regarding the status of HDCs, provide stability and certainty for businesses looking to enter this segment of the economy, and enact public safety regulations.

SB 682 creates certain stipulations and restrictions related to the sale of HDCs such as:

1. Age Restriction
2. Truth-in-labeling
3. Independent Testing Requirements
4. Beverage Potency Limits

Regulations are needed to eliminate the current uncertainty regarding the status of these products, and to enact public safety protections.

I ask for your support of this commonsense legislation.

January 8, 2026

Nick Warrender, CEO
Lifted Made

LIFTED MADE

Testimony to the Senate Committee on Agriculture and Revenue

Chairman Testin,

Thank you for the opportunity to testify in support of Senate Bill 682, which addresses the regulation of hemp-derived cannabinoid products. I would also like to specifically thank Senator Testin and Representative Kurtz for their leadership on this important issue.

I founded Lifted Made in 2015 with just \$900 and a simple goal: to bring alternative hemp products to market that provide consumers with natural options beyond traditional pharmaceuticals. In 2020, we relocated our operations to Kenosha, Wisconsin, which we viewed as one of the most forward-thinking hemp states in the country.

In that time, Lifted Made grew from 8 employees to more than 200, expanded from one facility to four, and generated over \$200 million in revenue—all while operating right here in Wisconsin.

Senate Bill 682 represents a thoughtful and responsible approach to regulating hemp-derived products while prioritizing consumer safety. I strongly support key provisions of the bill, including age restrictions, truth-in-labeling requirements, independent third-party product testing, and reasonable potency limits for beverages. These common-sense measures help ensure that Wisconsinites are consuming safe, accurately labeled products from reputable manufacturers.

At Lifted Made, we have already voluntarily implemented rigorous safety and compliance standards. These include multi-step, full-panel testing, child-resistant packaging, age-gated sales, proper labeling, and manufacturing within cGMP-certified facilities and pharmaceutical-grade clean rooms.

Unfortunately, not all manufacturers choose to operate at this level. Some cut corners by skipping critical safety and compliance steps. This not only creates unfair price competition for companies like ours that invest heavily in consumer safety, but more importantly, it exposes Wisconsin consumers to unnecessary risk. All companies operating in this space should be held to the same high standards that responsible manufacturers already follow.

Thank you again for the opportunity to testify today. I would also like to extend an open invitation to all committee members to visit our facilities in Kenosha and see our operations firsthand.

Respectfully,
Nick Warrender
CEO, Lifted Made

Good morning, Chairman and members of the Senate Agriculture and Revenue Committee. My name is Alexander Mootz, and I'm a veteran-owned hemp farmer from Friendship, Wisconsin, operating Complete Ag Solutions. We have grown about 2,000 acres of hemp for grain, fiber, and floral material, representing a significant share of the state's production. I've been in this industry for 8 years, working to build local infrastructure and support our rural economy. I'm here today to support SB 682 and to emphasize the urgent moment we're facing as Wisconsin hemp growers. Thank you for holding this public hearing—it's a key chance to shape a positive path forward.

SB 682, introduced on December 1, 2025, by Senator Testin, Senator Kurtz, and a bipartisan group of co-sponsors, addresses important aspects of regulating hemp-derived cannabinoid products. It sets standards for safety, like age restrictions to keep products out of the hands of those under 21, along with requirements for testing, labeling, and packaging to protect consumers. These steps help build a responsible market, which benefits everyone from farmers to families. I appreciate the bill's focus on compliance and its allowance for export of compliant products, aligning with the 2018 Farm Bill's goal of treating hemp as an agricultural commodity.

That said, as a grower who's seen the challenges firsthand, I believe we have an opportunity to make this bill even stronger by including a growers program. Wisconsin's approximately 400 licensed hemp farmers are the backbone of this industry—the very people the 2018 Farm Bill was meant to empower. Yet, under current federal USDA oversight, we're often locked out of our own supply chain. Strict pre-harvest testing rules lead to crop losses, even when final products would comply, while out-of-state items fill our retail shelves. A state growers program could provide simple licensing, flexible testing options like post-harvest checks, and support for natural cannabinoids from our fields. This would let us plant with confidence, rotate crops to improve soil health, and directly supply the market, boosting rural jobs and keeping revenue in Wisconsin.

We're truly at an inflection point. The federal changes, including a ban on most intoxicating hemp products effective November 13, 2026, that limits total THC to 0.4mg per container, adds real urgency. Nationally, there's movement toward frameworks like higher per-serving limits, but Wisconsin can't afford to wait. Growers are making planting decisions now for spring—if we don't act, fields could sit idle, businesses could fold, and we'd miss out on the economic potential of a \$50 million retail market redirected locally. Passing SB 682 without a growers program would keep Wisconsin farmers on the sidelines, away from the supply chain we should be leading, and undermine the Farm Bill's promise.

I'm not here to point fingers; I'm here to offer my help. With my experience in the field and processing, I'd be glad to work with the committee to refine this bill—perhaps by adding modest resources for research, enforcement against synthetics, or chain-of-custody tracking from farm to product. Together, we can create a model that supports safe innovation and puts our growers first.

Thank you for your time and dedication. I'm happy to answer questions or collaborate further.



Chair and members of the committee, thank you for the opportunity to speak today.

My name is Phillip Scott , and I've been working in the hemp industry since 2014 at the national level, and here in Wisconsin since 2017. That year, I founded the Wisconsin Hemp Farmers and Manufacturers Association, a 501(c)(3) think tank focused on responsible hemp policy. I also helped write the federal Farm Bill language that opened the door for the hemp industry nationwide. After that, I brought that experience home to Wisconsin and helped guide the creation of our current state hemp laws—laws that have allowed our farmers, processors, and small businesses to thrive responsibly.

I'm also here today speaking from a farmer's and Manufacturer's perspective and I'm in support of Senate Bill 682, including the language as written, because it finally gives farmers what we've been asking for: clarity, stability, and rules we can actually farm under.

Farmers plan years ahead. We invest in seed, equipment, labor, land, and compliance. But for too long, hemp farmers in Wisconsin have been forced to operate in uncertainty—never fully sure whether the crop we plant today will still be considered legal by the time we harvest it.

SB 682 addresses that problem head-on. It recognizes hemp as an agricultural commodity, not a gray-area experiment. It sets clear definitions and expectations so farmers can make informed decisions, work with lenders, insure crops, and bring products to market without fear of sudden rule changes.

Just as importantly, SB 682 respects the fact that most farmers are trying to do the right thing. We want to follow the law. We want reasonable regulations. What we cannot operate under is confusion. Clear lines protect good actors and allow enforcement to focus where it should.

From a rural perspective, this matters. Hemp has become a diversification option for Wisconsin farms facing volatile markets, rising input costs, and shrinking margins. When policy uncertainty threatens that opportunity, it doesn't just hurt one crop—it hurts families, local jobs, and rural economies.

Doing nothing is not neutral. The current system leaves farmers exposed to factors beyond our control—genetics, weather, and inconsistent testing. SB 682 replaces that uncertainty with predictability.

This bill does not ask for special treatment. It asks for fair, understandable rules—the same thing every Wisconsin farmer expects, whether they're growing corn, soybeans, or hemp.

SB 682 provides those rules. It supports agriculture, protects public safety, and gives Wisconsin a framework that works in the real world.

For those reasons, I urge you to support Senate Bill 682.

Thank you for your time today.

Always Forward

SB 682 Senate Hearing Testimony

Chairman Testin and members of the committee, thank you for the opportunity to speak today.

I also want to thank Senator Testin and Representative Kurtz for their leadership and for listening to our thoughts and concerns throughout this process.

My name is Dennis Mistry, and I'm the Co-Founder and CEO of BATCH, a Wisconsin-based direct-to-consumer hemp company headquartered in Milwaukee. We work closely with a local farm, extraction partners, and manufacturers to create and distribute our products right here at home — and we take immense pride in doing things the right way: safely, transparently, and responsibly. **To my side today is BATCH's hemp farmers, Rollin. Rollin is based in Neillville, WI and has been the primary source and backbone for BATCH products over the last 6 years. We have built an incredible relationship since our inception, and Rollin's hemp farm has grown each year we have been in business together.**

The hemp industry has grown quickly, and that growth has brought challenges - especially around consumer safety and product quality. Senate Bill 682 addresses these issues in a balanced way. Our goal is simple: every hemp product sold in Wisconsin should be safe, accurately labeled, responsibly manufactured, and accessible to *adults* who wish to use them.

We recognize that bad actors exist — companies that cut corners, source hemp from overseas or synthetic labs, and sell unsafe or misleading products — and they should absolutely be addressed. But they do not represent the many Wisconsin businesses that are operating responsibly.

I founded this company in 2018 after the passage of the Farm Bill, with my two lifelong friends from UW-Madison. With backgrounds in chemical engineering, and being from an agricultural state, we found ourselves well positioned to bring out the best qualities of the hemp industry. We started by testing hemp crops for farmers to help them stay compliant with DATCP and USDA requirements. Over time, we started producing extracts and eventually launched our own consumer brand in 2020 - serving customers across the US.

Today, BATCH serves over 20,000 customers in Wisconsin and hundreds of thousands nationwide. We employ more than 30 people locally and work with over 100 across our Wisconsin supply chain. This year alone, we'll contribute more than \$1 million in Wisconsin taxes. We're proud to be recognized by Inc Magazine as one of the fastest-growing companies in the state.

Our products consist of gummies, tinctures, topicals, and capsules. Our average customer is 55 years old - most of whom are seeking a natural remedy for relaxation, sleep, and physical comfort. Every product we make is third-party tested, and every package has a QR code linking to those lab results. We've voluntarily undergone GMP audits to ensure traceability. And we only offer low-dose products—never above 5mg THC, with most products containing less than 1mg of THC per serving — to ensure a predictable, safe experience.

We support robust regulation of the hemp industry. We support age gating to adults 21 and older, strict testing and manufacturing requirements, potency limits, and marketing restrictions to protect the youth. Consumer safety comes from clear rules and strong enforcement, not unnecessary layers in the supply chain.

Through SB 682 Wisconsin has the chance to lead with a regulatory model that prioritizes safety and integrity—without dismantling the small businesses and farms that built this

industry. Thank you for your time, and I look forward to your questions.

The Faces of Wisconsin Hemp

"Good morning, Chair Testin and members of the committee.

My name is **John Kashou**.... a member of the Kind Oasis Team and representing

WCCR the Wisconsin Coalition for Cannabis Reform.

We collectively thank you for your thoughtful insight and efforts in developing this bill, and appreciate the opportunity to have our voices heard.

Regulating hemp under DATCP ensures a consistent framework with existing agriculture laws. Supports the state's significant hemp industry. Ensures appropriate public safety measures consistent with the approach of other States.

Over the past **few months**, I have had the privilege of traveling across our state to unite a coalition that represents the four pillars of our industry:

Our Farmers, Processors, Manufacturers, and Retailers.

In building this alliance, I have talked with farmers who see hemp as the future of their family land. I've walked through GMP certified facilities with manufacturers in Milwaukee who are setting standards our industry can be proud of. I've spoken with retailers from Kenosha to Superior who are pillars of excellence within their communities.

What I discovered is a shared mandate. Despite their different roles, these hundreds of business owners are asking for the same thing: **Responsible Regulation.** We are not here to ask for a 'wild west' environment. We are here as experienced professionals who are calling for:

- **Mandatory, transparent testing** to ensure consumer safety.
- **Strict age-gating** to ensure products remain for adult use only.
- **Fair oversight** that distinguishes professional operators from bad actors.
- We are here to express support for common sense regulation expressed in bill-682
- We are here in support of possible amendments suggested by our colleague Tim Frey

When you look at this coalition, you aren't just looking at a trade group; you are looking at a unified front of Wisconsin taxpayers and employers who care deeply about the reputation of our industry and the safety of our neighbors.

We have the expertise and the boots-on-the-ground experience to help with our support to ensure that Wisconsin gets this right. We aren't just asking for a seat at the table; we are offering our partnership to ensure Wisconsin becomes the gold standard for a safe and well regulated hemp market.

The Group includes:

WCCR...Wisconsin Coalition for Cannabis Reform

WIHFMA...Wisconsin Hemp Farmers and Manufacturers Association

WisCoCan... Focus on the Political Landscape

WisPak.... With over 200 business owners.

The Alliance of these 4 Organizations and Trade Associations collectively represent hundreds of active members throughout the State.

We're here representing various trade organizations.... United as One!

We found it deeply disturbing that previous legislation was written with attempted passage without our industries' input. This is our industry and we encourage all legislatures to listen to our collective voice.

We the Farmers, Processors, Manufacturers, and Retailers have over the last 7 years invested and nurtured these small businesses into something we, along with the State of Wisconsin should be proud of and protect!

Thank You!

Chair and members of the committee,

Thank you for the opportunity to testify in support of SB 682 and AB 747. I also want to thank Senator Testin for listening to our industry while drafting this bill, it shows in the clarity and thoughtfulness of the legislation.

My name is Trisha, and I am the sole owner of Brick and Mortar Hemp Company in Sheboygan, Wisconsin, where we have operated for nearly seven years. I co-founded this shop with my brother, whose enthusiasm and expertise in responsible cannabinoid products inspired our work and, together with my business background, laid the foundation for what we envisioned as a dream team brother-sister business. Tragically, he passed away just five months after we opened. Amid these personal and professional challenges, the pandemic crept in that first year and brought additional small business obstacles, but I remained committed to carrying forward his vision, including sourcing exclusively from Wisconsin-based farmers and manufacturers.

I started slowly and completely self-funded, navigating disproportionate early challenges, while immersing myself in medical cannabinoid research papers and industry best practices. Today, we continue operating debt-free with an incredibly loyal client base and four passionately dedicated employees, achieving steady growth, 38% last quarter alone, through our dedicated clientele, manufacture, and farmer relationships across the state. I am honored to witness firsthand how responsibly-sourced Wisconsin hemp products help the good people of Wisconsin manage chronic pain, crippling anxiety, opioid recovery, menopause, post-surgery rehabilitation, to name a few. Seeing these benefits firsthand reinforces why clear, responsible regulation like AB 747 is important to continue ensuring Wisconsin families have safe access.

I strongly support AB 747 because it reflects the common-sense regulation our industry has been asking for: third-party safety testing, age-21 access, and transparent labeling. It provides clarity, protects consumers, and ensures responsible businesses can operate on a level playing field. This is a united effort in our industry through WIMFA thanks Phil, WISCOCAN thanks Jay, and WCCR all support a regulated, responsible marketplace.

As the committee considers final refinements, I respectfully highlight two points emphasized by Tim Frey of Ignite: first, removing references to evolving federal policy to keep Wisconsin's regulatory framework durable, providing stability even as federal definitions shift; second, explicitly protecting vape batteries, which are necessary for clients to use the lawful products they purchase.

AB 747 balances public safety and economic viability, giving Wisconsin hemp businesses a clear path forward. I appreciate your leadership and strongly encourage the Legislature to support this bill.

Thank you, Senator Testin, co-sponsors, and our dedicated hemp industry for listening and working together. I also thank the good people of Wisconsin for supporting responsible local businesses. I look forward to seeing this legislation become law. It will be encouraging to see this legislation move forward and the positive impact it will have.



Trisha Daniels, owner
Brick and Mortar Hemp Company
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My name is Keefe Olig, and I am a partner with Mike Sickler in TerraSol Dispensary, located in Southeast Wisconsin.

I would like to thank the committee for their time this morning. I know everyone has busy schedules, so I will keep my remarks brief and to the point.

I am in favor of SB 682 because it prioritizes consumer safety. Some alternative proposals would effectively dismantle the hemp industry, which would only drive consumers toward illicit markets. That outcome would make access to these products far less safe, as consumers would have no reliable way of knowing what they are purchasing or consuming.

SB 682 introduces oversight to Wisconsin's hemp industry, creating a regulated and transparent framework that ensures consumers have access to safe, tested products. Hemp businesses, like ours, care deeply about consumer safety and share the same goals as our legislators. We do not oppose reasonable regulation; in fact, we welcome it.

With a shared goal to public safety, SB 682 offers the most effective path forward. By providing safe, legal alternatives, it will help reduce reliance on the illicit market and better protect Wisconsin consumers.

Keefe Olig
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SB 682/AB 747 In Favor Testimony

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Peter Swan, Founder
Green Swan Hemp Company
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Good afternoon members of The Agriculture and Revenue Committee. My name is Peter Swan, I am a born and raised Wisconsinite and 4th generation entrepreneur who owns two hemp businesses in the Wisconsin Cannabis Community. I own Green Swan Hemp Company in Pewaukee, and am Co-Founder of Golden Hour Distribution based out of Oconomowoc. I'm also a graduate of the Business of Cannabis program through Oakland University in Oakland, California.

Before I get into my testimony I'd like to express my sincere Gratitude and respect to Chairman Testin and Rep Kurtz for their time and effort to support common-sense reform and our movement here in this great state. Our community is under fire and both of you have decided to step up and have our backs, and that means a lot to someone whose livelihood is in the balance.

Lets take a step back in time to the year 2004. I was a 16 year old sophmore in High School. It was the point in time that I made a promise to myself that at some point in my life I was going to own my own cannabis store . Having ADHD and a relationship with cannabis since the age of 13, I had experienced first hand what the power of this plant can offer. A clear mind free from racing thoughts, a sense of calm in a world of overstimulation. It gave me a chance to overcome social anxiety, and minimize my negative thoughts associated with Rejection Sensitive Dysphoria. It was something that ignited a passion and a mission in my soul. A mission to share my love and knowledge for this plant, a mission to educate and serve others on the benefits of a plant that has been demonized since 1937.

Fast forward Thursday, January 8th, 2026 as I sit before this committee doing just that as a resident, advocate and business owner. One could say that if it weren't for cannabis I wouldn't be in the position Im in. Getting into this industry, I knew that there would always be risk and that feeling of uncertainty and volitility. But it was a challenge and risk I was willing accept so I could pursue the dream and fulfill that promise I made to myself 22 years ago.

Thanks to Senator Mitch McConnell and his bourbon buddies, that uncertainty is very real. But there is a solution to this problem and that solution is Senate Bill 682. A solution to a problem that no one

had asked to be created. A solution to save a thriving community comprised of independent small businesses, farmers, extractors, and manufacturers.

SB 682 is the most straightforward, common-sense piece of legislation that provides a sense of security and direction for not only the stakeholders, but most importantly the consumers and general public.

Senate Bill 682

- Sets an age restriction to 21 years of age
- Changing the standard of testing from gas chromatography to a more accurate testing standard High Performance Liquid Chromatography
- Moves away from potency only testing to a Full Panel test that includes testing for potency, heavy metals, residual solvents, pesticides, and mycotoxins.
- Creates packaging guidelines that include QR codes that link to Certificates of Analysis (COA), clear labeling of contents, bottling guidelines for drinks, syrups, spirits, and guidelines that prevent marketing to children.

This is a *pro-community, pro-business* bill that provides a sense of security not only for the hemp/cannabis community, but also the beer and liquor distributors and the clients they serve. What this bill does

not do is hamstringing a new emerging industry with overtaxation and outlandish licensing fees that we would have to wait a year to even have a chance to apply for. Something like that would surely force most operators in the hemp/cannabis market to close.

AB 606 and the 3-tier system simply won't work when it comes to regulating hemp and cannabis. With the 3-tier system

- Small farmers and operators would no longer be able to be a vertically integrated business and would be forced into selling their material to a distributor and then sell it back to that same farmer at significant mark up.
- Taxing biomass and its by products that would increase the price by \$800 per pound
- 3 cents per milligram of THC on beverages
- 4 cents per milligram of THC on all non-beverage items
- Grandfathers in bars, liquor stores, grocery stores, convenience stores and forces hemp operators to wait 12 months before being able to apply to sell something that we have been offering since 2018.

As a business owner, this feels like our community is being exploited and being used as a cash cow to keep a dying industry a float.

Hemp and cannabis are not alcohol, thus they should be treated differently. A century old model of regulation simply will not work for plant medicine. That is why I urge this committee and the authors and consponsors of AB 606 to get behind and support Chairman Testin's and Representative Kurtz's Bill.

With that being said, I'd like to wholeheartedly voice my support of Senate Bill 682 because its a win for the farmers, processors, manufacturers and consumers in the Great State of Wisconsin. This piece of legislation could quite possibly be set the gold standard for hemp/cannabis regulation at the federal level.

In Closing, Thank you again to Chairman Testin and the Agriculture and Revenue Committee and a special thank you to Phillip Scott, Marcus Stallings and the Wisconsin Hemp Farmers and Manufacturers Association. Without your dedication and hardwork in the Capitol and beyond, I do not think we would be at where we are currently at with this topic. Thank you for your time and I look forward to seeing SB 682 become law!



TO: Senate Committee on Agriculture & Revenue
FROM: Jillian Theobald, MD, PhD, FAAC, Medical Director, Wisconsin Poison Center
DATE: Thursday, January 8, 2026
RE: Information re: SB 682 – Hemp-derived cannabinoid products

Chair Testin:

On behalf of Children's Wisconsin and the Wisconsin Poison Center (WPC), I appreciate the opportunity to provide information regarding SB 682. I am Dr. Jillian Theobald, Medical Director of the Wisconsin Poison Center, housed at Children's Wisconsin. The WPC appreciates the Legislature's attention to this important matter, especially the measures to help safeguard kids and reduce their access to these products. We respectfully ask your consideration of additional recommendations based on our team's experience in providing specialty consultation, education and care management across the state.

As you may know, the WPC is a 24/7/365 hotline resource serving kids and adults across the state of Wisconsin. Calls are answered by nationally certified nurses and pharmacists who deliver comprehensive information to callers about a potential poison, drug, or exposure and perform follow-up case management. This includes both community member phone calls as well as calls from fellow health care providers which make up approximately one-third of WPC call volumes. These cases are managed in collaboration with health care providers regarding patients in emergency departments, intensive care units and other clinical settings. The WPC contributes to managing poison exposures safely at home when appropriate and advising other health care providers on poison exposure care and treatment, reducing length of stay, inappropriate use of medical resources, and overall results in health care cost savings.

We appreciate the efforts outlined in SB 682 to regulate hemp-derived cannabinoid products, including delta-9-THC products. While the WPC serves kids and adults, my comments today focus on the impact of these products on children and their health and well-being. We welcome efforts to restrict kids' access to these products to prevent harm.

We have cared for many kids following exposures to edibles where they required admission to the hospital. After talking with families a common story emerges – fear after being unable to wake up their small child, worrying about the way they are breathing, learning they have to be admitted to the hospital, later finding out their child who hasn't learned to read yet got into a package of marijuana edibles that looked just like the candy in their trick or treat bag, and worrying there might be long term effects from such an exposure in such a small child.

The legislation incorporates several elements that would serve to help protect kids' and adults' health and safety. This includes restricting access to these products to those age 21 and older. However, one key element that is of utmost concern is allowing the use of edible hemp-derived THC products. **Edibles are the number one driver of pediatric exposures to THC and should be restricted.** Strong protections limiting kids' access, including those outlined below, are extremely important.

Packaging: Provisions such as child-resistant packaging, prohibiting packaging that is appealing to children (avoiding bright colors and packaging that mimics candy/snacks), and requiring dosage information (per piece and total content) and clear, hazard warning labels are important to protecting kids. WPC would recommend certified child-resistant containers that align to BS EN ISO 8317/EN 14375 standards. WPC would also recommend requiring that the national poison hotline number (800-222-1222) be included on packaging to ensure individuals have easy access to information should an adverse event or exposure occur. The national poison hotline connects callers to their local poison center.

Dosage: We appreciate the requirement to include labeling of THC content on packaging, however are concerned with the allowable dosages. A toxic dose of THC is approximately 1.7 mg/kg in children under age 6. While the legislation includes a limit of 10mg THC per serving for a beverage, the maximum dosage for other products is unclear. If legislation is to advance to regulate hemp-derived cannabinoid products, WPC would advise a lower limit per package (5-10 mg for example) to help limit the potential toxicity in the event of pediatric exposure.

Product quality and testing: We appreciate the inclusion of provisions to require batch-specific testing by independent laboratories. In our experience, label inaccuracies are widespread causing adverse effects for adult users and create confusion for health care providers treating patients with exposures. WPC would advocate for quality audits, traceability from cultivation to sale, and requiring independent laboratory validation to be overseen by a state regulatory body.

Thank you for the opportunity to share some of the perspectives from Children's Wisconsin and the Wisconsin Poison Center. We appreciate your consideration and are pleased to serve as a resource to the Legislature in future discussions on this topic.

Jillian Theobald, MD, PhD, FAACT
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Jodi Bloch
Director, State & Local Government Relations
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Children's Wisconsin (Children's) serves children and families in every county across the state. We have inpatient hospitals in Milwaukee and the Fox Valley. We care for every part of a child's health, from critical care at one of our hospitals, to routine checkups in our primary care clinics. Children's also provides specialty care, urgent care, emergency care, dental care, school health nurses, foster care and adoption services, family resource centers, child health advocacy, health education, family preservation and support, mental health services, pediatric medical research and the statewide poison hotline.



Testimony of

Michael Semmann

On Behalf of the

Wisconsin Grocers Association (WGA)

Before the

Senate Committee on Agriculture and Revenue

Senate Bill 682

January 8, 2026

Chair Testin and members of the Committee. Thank you for the opportunity to testify on Senate Bill 682 regulating hemp-derived cannabinoid (HDC) products. The Wisconsin Grocers Association (WGA) represents hundreds of grocery retailers across the state, many of whom are interested in or already responsibly offering hemp-derived products to meet consumer demand. We support a clear regulatory framework that ensures safety and consistency. WGA is in support of this legislation.

The retail marketplace is evolving rapidly as consumer preferences shift toward innovative products that provide a variety of options. Today's shoppers expect access to emerging categories, including hemp-derived cannabinoid products, in the same trusted environments where they purchase everyday goods. Grocers must pay close attention to these trends to remain competitive and meet customer expectations.

Hemp-derived cannabinoid products are not new to Wisconsin consumers. They are already being offered by a diverse range of retailers, specialty shops, and event wellness outlets. This growing presence reflects strong consumer interest and underscores the need for a consistent regulatory framework. As consumer demand grows, retailers are committed to offering these products responsibly, with safeguards that ensure safety, transparency, and compliance. The marketplace should be fair and one segment of the industry or state-owned facilities should not be allowed to command the market as it continues to unfold over the next several years.

Recent action by the federal government created a new dynamic legal landscape for Wisconsin's retailers. Congress amended the federal definition of hemp in November 2025 within the FY2026 appropriations law, shifting the threshold to total THC, excluding synthesized cannabinoids, and imposing a 0.4 milligram total THC per container cap for finished products. The changes take effect in November 2026 and will dramatically narrow what qualifies as lawful hemp at the federal level.

As a result, surrounding state laws and new federal regulations will create complexities for Wisconsin retailers. The rapidly evolving hemp/THC product offerings, varied state-level rules, and enforcement bandwidth likely mean that friction is inevitable for both industry and consumers.

Contracts for manufacturing, distribution, and retail may need renegotiation or termination. Inventory decisions will be time-sensitive. Insurance coverage for product liability, recall, and other lines is less clear or may exclude certain products. Litigation risk will rise around stranded inventory, labeling disputes, and contract unwinds. These items underscore the need for clarity in Wisconsin.

Wisconsin's grocery industry fully supports establishing strong guardrails to regulate hemp-derived cannabinoid products. Our members recognize that these products require clear standards to protect consumers and maintain confidence in the marketplace. Robust regulations around labeling, packaging, age verification, and product integrity are essential to ensure safety and prevent misuse. Grocers are prepared to work within a well-defined framework that balances consumer access with responsible oversight, creating a system that is transparent, enforceable, and consistent statewide.

The Wisconsin Grocers Association (WGA) is a non-profit trade association established in 1900 to represent independent grocers and grocery chains, warehouses & brokers, vendors, suppliers, and manufacturers before all levels of government. The WGA provides educational and networking opportunities, leadership training, public affairs, and compliance information for its membership.

WGA and its membership have a significant Economic Impact in the state of Wisconsin. The WGA represents nearly 350 independent grocers with multiple locations across the state, more than 200 retail grocery chain stores, warehouses and distributors, convenience stores, food brokers and suppliers. Wisconsin grocers employ over 30,000 people with over \$1 billion in payroll and generate more than \$12 billion in annual sales in Wisconsin resulting in approximately \$800 million in state sales tax revenue. (Data provided by The Food Institute).

January 8, 2026

Committee on Agriculture & Revenue

Erin Kelly

Kelly's Greens

8932 W. North Ave.

Wauwatosa, WI 53226

Speaking today in overwhelming support of SB 682. Thank you, Senator Testin and Representative Kurtz, for your actions to stand up and protect the thriving hemp industry in Wisconsin with a commonsense bill that is endorsed by the industry experts who have been operating successful, upstanding, legal small businesses in Wisconsin since 2018.

I am Erin Kelly, owner of Kelly's Greens Cannabis Boutique & Café in Wauwatosa, Wisconsin. Over the last 5 years, our small business has become an essential part of our community. We specialize in Wisconsin-made, small-batch, hemp baked goods made with the finest local ingredients, served in our dreamy shop at the corner of 90th & North Avenue in Midtown Wauwatosa.

Our baked goods use a variety of Wisconsin-made, third-party tested raw hemp ingredients that have been thoroughly certified. We then use those tested, trusted ingredients to infuse our baked goods in small batches - 40 cookies at a time. Our current process is recognized by experts worldwide and meets all current requirements for us to continue safely making our baked goods like we have since 2021. The testing requirements proposed, would have a devastating impact on our business and would unintentionally kill the scratch-made, craft hemp products upon which we have built our entire business. The cost alone of the testing requirement would add an additional \$12 to each cookie.

We take our customers' safety very seriously. Before entering this industry, I studied extensively at St. Louis University and completed their very first Cannabis Science and Operations Program. At Kelly's Greens, we strive to showcase the highest standard possible while maintaining our ability to thrive in an uncertain economy. Please consider a change to the requirements which would allow our small business to continue producing and selling our small batch hemp goods that we have safely and responsibly offered our community since 2021.

Thank you for supporting small business in Wisconsin.